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Aloha Festivals Presents Governor Linda Lingle with Symbolic Ribbon



Pictured left to right: Helen “Sam” Shenkus, board member, Aloha Festivals; Blaine Kia, noted cultural advisor and board member, Aloha Festivals; Governor Linda Lingle; Leolani Kini, president, Aloha Festivals; Paul Tomonari, board member, Aloha Festivals.

HONOLULU, Hawaii (August 10, 2005) – Yesterday, at the State Capitol, Aloha Festivals presented Governor Linda Lingle with an Aloha Festivals 2005 ribbon, symbolic of all islands, in appreciation of her continued support of Aloha Festivals. The event was marked by a special presentation by Blaine Kia, noted cultural advisor of Aloha Festivals, who took the opportunity to share the festivals’ new direction with the Governor.

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Governor Lingle listened as Aloha Festivals members detailed the organization's efforts. Most notable was Blaine Kia's declaration of Aloha Festivals rekindled commitment to a culturally sound festival. Kia illustrated his point with an image of this year's artwork and explained how the overall design of the *honu*, or sea turtle, represents unity, strength, and the endurance of tradition among the Hawaiian people.

"Aloha Festivals initiated a new direction with the development of this year's theme and we expect that the new, culturally based approach will now begin to infiltrate all aspects of the festival," said Blaine Kia, cultural advisor and board member, Aloha Festivals.

"We were honored to present Governor Linda Lingle with the Aloha Festivals ribbon," said Leolani Kini, president, Aloha Festivals. "The ribbon represents unity and is an appropriate gift for a leader who unifies all islands with a commitment to perpetuating the Hawaiian culture in mind."

Honoring Hawai'i's heritage and culture for 59 years, Aloha Festivals celebrates with pageantry, parades, street parties, concerts and family activities that span six islands during September and October. Hawaiian Airlines is the statewide presenting sponsor of Aloha Festivals for 2005 through 2006. Major funding is also provided by the Hawaii Tourism Authority. Most events are made possible due to the generous sponsorship and support of private and corporate donations.

In 1947, Aloha Week was created as a public festival to honor the cosmopolitan heritage of Hawai'i through music, dance and history. The first Aloha Week was held during the fall as a modern-day *makahiki*, the ancient Hawaiian festival of music, dance, games and feasting. By 1974, Aloha Week expanded to a month-long slate of activities, with events on six islands. In 1991, Aloha Week was renamed Aloha Festivals to reflect the festival's expansion. Nearing its 60th anniversary, the celebration now encompasses hundreds of events. While each island features a parade and *Ho'olaule'a*, or block party, Aloha Festivals also showcases events that are unique to certain islands such as the Ms. *Aloha Nui* Contest on the Big Island honoring the large stature of island women.

For the most current schedule of events, visit www.alohafestivals.com. To purchase an Aloha Festivals ribbon (\$5) and receive the official 2005 program guide, call (808) 589-1771. Ribbon sales help to fund the statewide festival and provide for discount admission to some events.

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